For Immediate Release
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Rochester Area Colleges Launch Web Site to Assist Regional Economic Development
18 colleges and universities partner to showcase expertise on www.biz2edu.com

Rochester Area Colleges, a consortium of 18 colleges and universities, has launched a new Web site to assist the region's economic development efforts. The Web site, www.biz2edu.com, will provide economic development organizations, site selectors, corporations, and individuals a Web-based gateway to the multitude of resources provided by Rochester's academic institutions.

"This new online resource will be an important and useful tool to the regional economic development community and to companies that need to access information about our area colleges and universities," said **SUNY Geneseo President Christopher Dahl**, who is also Chairman of the Rochester Area Colleges. "The Web site highlights the depth and breadth of resources we have to offer as economic drivers for the region."

The Web site was made possible with a $50,000 state grant secured by **State Senator Joseph Robach** and a similar amount from his Assembly colleagues. In addition, the County of Monroe Industrial Development Agency provided $5,000 to support marketing efforts for the new site.

"On the heels of our recent College Presidents Summit, this is a great example of the collaboration that exists between government and our region's colleges and universities," said **Monroe County Executive Maggie Brooks**. "It is this type of cooperation that will enable us to build a more vibrant and sustainable economy as we move forward. Monroe County and the County of Monroe Industrial Development Agency are proud to partner with Rochester Area Colleges and our State representatives on this important initiative."

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With more than 84,000 college students in the area, the Web site features enrollment information as well as data on the number of graduates generated by the area colleges. Popular search terms on the site include workforce development, internships, product testing, venture funding, and faculty and student research.

"Higher education is increasingly a key economic driver in the Rochester area," said **Albert J. Simone, President of Rochester Institute of Technology**. "Placed under one umbrella, this Web site shows the force our local colleges and universities bring to the table in an increasingly global economy."

"The Greater Rochester area has some of the best college institutions in the country for higher learning, which is critically important in providing a highly skilled workforce for our local employers," stated **Senator Robach**. "The Rochester Area Colleges On-Line Directory will serve a much needed purpose in sharing information about the resources and programs available at our area colleges. I am proud to support the RAC's effort to promote Rochester's excellent education resources to attract new businesses and further economic growth in this region. When local schools, businesses and government partner together, it is a win-win for our entire community."

The Web site was produced with software and technology support provided by TCN (Technology Consulting Network), based in Henrietta. "TCN has been a great partner in the effort to develop this site," said **Deborah Stendardi, Vice President for Government and Community Relations at RIT**, who has been spearheading the project. "Their software and technology support has been critical to our success in getting the site launched."

Members of the New York State Assembly, who helped secure funding for the project, also noted the benefits of the Web project:

"I am pleased to join with my colleagues in securing funds for the Rochester Area Colleges On-Line Directory Project," said **Assemblyman Joe Errigo**. "By joining the academic and business communities together through cutting edge technology, the project will strengthen local businesses in the Rochester area and foster economic growth."

"The Rochester Area Colleges On-Line Directory Project, Biz2Edu.com, offers invaluable services to local businesses and is helping to revitalize the economy by attracting new employers to the Rochester area," said **Assemblyman Bill Reilich**. "By strengthening the ties between the business and academic communities, the project will ensure that businesses in the Rochester area remain competitive in the 21st century. I am proud that my colleagues and I could help fund such an important project."

"I am excited by the potential of 'biz2edu' to help support local companies, both large and small," said **Assemblyman Bob Oaks**. "In the competitive world of business, saving time means saving money and getting helpful, timely business information from our area colleges could be the difference between a business failing or being a big success."

"This project creates a gateway for regional economic development with a localized approach," said **Assemblyman Brian Kolb**. "By providing corporations, entrepreneurs, and individuals with this all-in-one search index, we can transform our higher education centers into an economic development asset. I am pleased to have helped provide funding to make this program a reality."

"Our colleges and universities are our greatest source of new ideas and initiatives involving economic development for Central New York," said **Assemblyman Gary D. Finch**. "This project will enable these academic institutions to assist local businesses in growing and prospering."

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